

IMPORTANT WHOLESALE CENTER

For many years the wholesale trade of Salt Lake has been its pride. The volume of business done thus far this year is far in excess of any previous one. A trip among the jobbers proved this fact, and everywhere the writer was given the assurance that the business of 1904 had been the best in the history of the various corporations doing business in Salt Lake. This gratifying state of affairs is almost wholly explained at a glance at the jobbing houses, which show why Salt Lake is an advantageous point for business enterprises. The wholesale trade of Salt Lake began at an early date, when it

was a distributing point for a new territory just opened up, and has kept pace steadily with the progress of the times ever since. At present the men at the head of Salt Lake's commercial enterprises are gentlemen who rank high in the commercial world.

The territory which is tributary for the purposes of trade to Salt Lake must be, considered roughly, the entire intermountain country. Even in this village days, Salt Lake had its beginning of a jobbing center, and distributed goods through a neighboring district. As the city has grown, its wholesale interests have enlarged, even at a

greater ratio than its population. Whatever nature could do to mark Salt Lake as an available seat of great commerce, it has done by providing the city with a beautiful and rich surrounding country, in which is supported many smaller cities and towns. For a good many years goods and merchandise were handled over mud roads. Railroad facilities came later and have been improved from time to time, and although these are not as great as they will be in the immediate future, the railroads with their branches centering in Salt Lake radiate in every direction, and give to this city a country for trade which will eventually be here without

dispute. Salt Lake has that advantage of situation in as great a degree as any city that was ever built, and while in its development there have been times of prosperity and times of depression, the years of stagnation have been those which all other sections of the country equally shared. While they temporarily impeded they could not stop the growth of the city toward the achievement of her destiny as a great center of trade and commerce.

Salt Lake is conceded to be a great wholesale and retail center, for here can be found stores handling everything that is necessary for life. In Salt Lake, as well as in any city, it required time and labor to build up large industrial and mercantile establishments capable of supplying the wants

of the people. When people come from old and settled parts of the country to find a home and wealth in a new district, they bring with them a taste for refinement, but for a time this must be overridden, owing to a lack of stock from which they may choose. Such was the case in Salt Lake in the years gone by, but as the city grew the little stores were replaced by larger and more pretentious stores. In these, which are of groceries, dry goods, spices, confectionery, hats and caps, clothing, notions, drugs, hardware and many others, the city is well supplied.

Salt Lake has grown from a town to a great commercial city, where not only every mercantile branch is represented, but every branch is a specialty in itself. The wholesale merchants of Salt

Lake are simply ready to supply all demands, and the range and styles and character is great enough in itself to supply a large territory.

The most convincing proof necessary with business men as to the advantages which a city possesses as a jobbing center is the number of large wholesale merchants located there. A perusal of some of the leading houses already established here will be of interest to those who are not familiar with the facts and the immense strides which have been made within the past decade. Many hundreds of thousands of dollars are represented in Salt Lake's wholesale houses, and as in manufactures, the supplies from local wholesale houses are noted for their superior qualities.

The great controller of a city or na-

tion is the average quality of its citizenship. On this basis stands the fare of Salt Lake, having within its precincts a people who, everything considered, will compare favorably with that of any community anywhere. A business community combines a progressive spirit with wise conservatism. Nor is there any city where the intensity of the business people is higher where the operations are conducted more strictly legitimate lines, and loyalty which leads to constant effort on behalf of the city, but a principle which is opposed to the "boom" which unlocks the door of progress and this qualification Salt Lake possesses to a marked degree.

STREVELL-PATERSON HARDWARE COMPANY

WHOLESALE HARDWARE

Among the many notable improvements which have been made in the premises of the larger business houses in Salt Lake, one in particular is worthy of especial mention, not only because it gives a clear indication of the manner in which Salt Lake is rapidly forging to the front rank as a jobbing center, but also because it gives an insight into the progressive character and sterling business methods of the gentlemen who occupy such a prominent position in our business and social life.

The Strevel-Paterson Hardware company, in order to meet the demands of their increasing trade, found it necessary to double the capacity of their former quarters.

Some idea of the extent of the improvements may be formed when it is known the shipping department was increased to three times its former size. This arrangement gives the company the advantage of a double entrance, one

building is the office and sample room, in size 57x32 feet, two floors, and in order to be as nearly fireproof as possible, covered with stamped steel in "Empire" design, and finished in "dead" ivory white. This has been pronounced the finest example of steel work yet done in the city, the large dome skylight in the center of the office, 29x100 feet in size, makes the room very light. The office portions, or railings, are stamped steel with oak doors and caps.

On the main floor are fifteen sample rooms in which are displayed samples of the various styles of locks, store door handles, latches, cupboard turns, cash fasteners, pad locks, door bolts, shelf brackets, hinges, spring hinges, butts and many other kinds of building hardware; axes, hatchets, hammers, planes, levels, chisels, auger bits, files, tapes, plyers, screw drivers and other tools; shovels, spades, scoops, forks, rakes, hoes; axe, pick, sledge,

washing machines, scales, lawn mowers, wheelbarrows, screen doors, store trucks and other goods which take a great deal of floor space.

After looking over both floors of the office and sample room and noting their size, a visit to the basement discloses the fact that this portion of the building is so large that a "railroad" is necessary to handle the enormous quantity of goods coming in and going out each day. The "S. P." railroad is, indeed, a unique feature and a busy "line." The basement extends under the entire building, and is a very valuable storage room for many goods in a dry climate. Here is stored the stock of nails, horse shoes, tin plate, shovels, forks, rakes, hoes, horse malle, the calks, bolts, washing machines, wooden ware, rope, screen doors, refrigerators, "handles, building paper, German tape, freezers, loaded shells, etc.

There is an electric elevator of 3500 pounds capacity, for bringing goods from basement to shipping room on the main floor, or to stock room on the second floor. Nearly all goods are sent from the main floor to basement, and

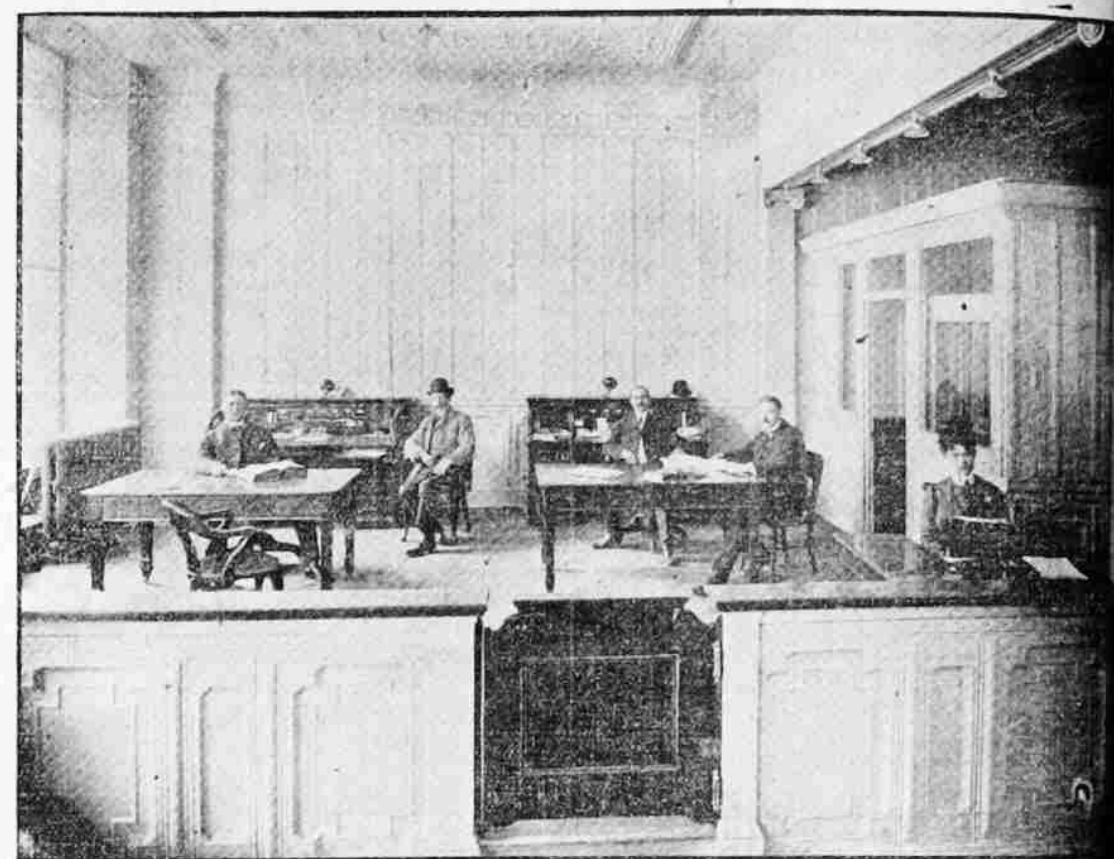
cars is kept on the main floor, making the filling of orders a matter of minutes instead of hours.

It will be seen from the foregoing description that the keynote in building has been to have plenty of daylight, and to arrange for the quick and economical distribution of goods.

Nearly all lines of goods are purchased in carload lots, and with a stock of over \$250,000 worth of goods in Salt Lake City, the retailer can have his wants supplied quickly and at St. Louis, Chicago, Omaha or San Francisco prices, plus freight to Salt Lake City, not to mention the saving of from three to six weeks' time in getting the goods. In addition to the stock contained in the "Strevel-Paterson Building," they are at present occupying three warehouses, two of which are on the railroad tracks in which stoves, ranges, black and galvanized iron, roofing and other heavy goods are stored.

There seems to be an impression that the Strevel-Paterson Hardware company is interested in the retail business in this city, and to correct this the company wishes it distinctly understood that they have no financial interest in any retail hardware business.

The officers and directors are Charles N. Strevel, president; James H. Paterson (formerly vice-president Wells-Nelgar, Chicago), vice-president and treasurer; W. B. Outcalt, secretary; O. J. Salisbury, W. S. McCormick, W. V. Rice, Newell Beaman.



Private Office, Strevel-Paterson Hardware Company.

THE SALT LAKE CITY BREWING COMPANY

The Salt Lake City Brewing company, located at the corner of Tenth East and Fifth South streets, established thirty years ago, has just closed its most prosperous year. This is ascribed largely to the fine article of beer produced by them, and they take

safely say there is no other brewery of the same size in the United States that uses so many imported German hops, and it is a settled fact that the hop is the principal ingredient that imparts the fine flavor to the beer. The Salt Lake City Brewing company imports these hops direct from Germany, where

fit in dollars and cents. We therefore say here now to the farmers of Utah that it pays to raise the best quality of clean barley, as by so doing their bank accounts will show better results.

The sale of the bottlers beers of the Salt Lake City Brewing company has in the last few years, increased to such

maintaining in their beer that excellent quality, which can be required only by old age, and at the time, enable them to fill their promptly. The cellars of this beer are a marvel of cleanliness and air, and are artificially refrigerated two fifty-ton ice machines, thus



Salt Lake Brewing Company.

General Manager Jacob Moritz.

on First South and the other on West Temple street. The new office will be located at the West Temple street entrance and is a model of its kind.

The building is "L" shaped, 57x350 feet, three stories high, with the principal front on West Temple street, numbers 124-126-128, and the warehouse front on West First South street, numbers 117-119-121, there being over 60,000 square feet of floor surface. The exterior is red pressed brick, with gray stone trimmings, and plate glass windows. There are two entrances on West Temple street, the main entrance being a vestibule one intended for general use, the smaller one being designed especially for the use of the city trade. The most attractive feature of the

hammer, hatchet and other handles; "Good Luck" triple coat enameled ware, "Royal" steel enameled ware, tin ware, copper ware, galvanized and wooden ware. These sample rooms show nearly 1500 samples in enameled tin and granite ware lines alone. In hand-some oak cases there are displayed about 1200 samples of table and pocket cutlery, razors, scissors, shears, carving sets, butcher knives, etc. On show tables are displayed clothes wringers food choppers, skates, coffee mills, sad iron, loaded shells, cartridges, anvils, vices, stocks and dies, tinner's tools and similar goods.

At the rear of the office are two stairways, leading to the sample rooms on the second floor. These rooms are filled with samples of stoves, ranges, refrigerators, ice-cream freezers, churns,

from the second floor to packing room through steel chutes.

Three stairways connect the basement with the main floor at the rear of the office and sample rooms, where the stock of general and builders' hardware, mechanical tools, etc., etc., is carried. The shelving here is built after the most approved pattern used in the largest wholesale houses in the country. It is built with a series of steps, which does away with the use of ladders and enables one to reach any part of the shelving easily and quickly.

At the rear of this stock room are the packing and shipping rooms, these having been increased to three times their former size.

In the north wing is the open stock of enameled ware, Royal steel ware, tin and wooden ware, brushes, lanterns, etc., etc.

All of the open stock for filling or-

this opportunity to thank their many patrons for the liberal and substantial support with which they have been favored and promise to do in the future as they have done in the past—to spare no expense in procuring the highest skilled labor and the best materials that money can obtain. Nothing will be left undone to maintain the high standard and prestige which the beer of this company has acquired, and it is safe to say that the quality of their beer is not excelled in any part of the United States. The above cut shows their teams handling imported hops from the depot to the brewery and we can

they have an agent in Nurnberg, Bavaria—who selects the hops from the finest quality that can be produced in the world. Each of these bales contains 550 pounds, and the total number of bales received was twenty-five. This brewery also makes a special feature of selecting only the finest of Utah barley—which is world renowned for brewing purposes. They pay from 19 to 25 cents per hundred pounds more than any other brewery in the West in order that they may thereby obtain the very best quality grown, and the farmers who are careful to raise the best barley are annually receiving the bene-

an extent that the present bottling facilities have become entirely inadequate, and the company is at present erecting an addition to its plant which, when completed, will be a rock and brick building 60x130 feet, three stories in height. The machinery for this building is now in transit, and when installed, will constitute the largest and most up-to-date bottling establishment west of the Missouri river. The company has also found it necessary to increase their storage capacity to such an extent that they will place therein 25,000 more barrels of beer than they had the past year for the purpose of

taining the same even temperature summer and winter. This is one feature of scientific brewing.

The Salt Lake City Brewing company is a corporation. Messrs. Moritz, Jacob Moritz, vice-president and general manager, and Jacob Moritz, secretary, and Jacob Moritz, treasurer, are all graduates of the University of California, and all other important or minor positions in their institution are held by men as can be found in United States.